

RETAIL

Louis Vuitton opens pop-up dedicated to spring's Archlight sneaker

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Louis Vuitton's Archlight sneakers for women's spring/summer 2018. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is exploring wardrobe items that transcend time in a pop-up in New York's SoHo neighborhood.

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The pop-up shop is dedicated to Louis Vuitton's "vintage-to-futuristic" sneakers, the Archlight. Included in the women's spring/summer 2018 collection, the Archlight sneakers, as with the rest of the ready-to-wear pieces, took inspiration from the clothing of "long-gone eras and infuse[s] them with the spirit of today."

It shoes

From Balenciaga to Dior, the fashion industry has been embracing 90s-styled sneaker silhouettes. However improbable this comeback may have seemed, these designs are must-haves by the fashion sect.

For Louis Vuitton's Archlight sneakers, creative director Nicolas Ghesquire used a mix of technical fabrics, an oversize springy sole and prominent tone. The sporty Archlight is available in pop colors versions or black-on-black.

The \$1,090 Archlight sneaker for spring/summer 2018 is available only through Louis Vuitton client services and at the brand's New York boutiques, on Fifth Avenue and Greene Street, and at the Rodeo Drive store in Beverly Hills, CA.



Louis Vuitton's Archlight sneaker seen with a prefall 2018 look. Image credit: Louis Vuitton

As of Feb. 8, Louis Vuitton's Archlight is also be available at a dedicated pop-up shop on Greene Street in New York's SoHo. Louis Vuitton's boutique is located at 116 Greene Street, while the pop-up will be held next door at 122 Greene Street.

The Archlight pop-up will run through March 10.

The temporary shop on Greene Street is also the first Louis Vuitton pop-up for the apparel category. In the past, Louis Vuitton has only used an ephemeral concept for its fragrances.

Per WWD, Louis Vuitton selected the SoHo neighborhood for the Archlight pop-up due to the "sneaker clientele" being more of a "downtown crowd."

In a similar sentiment, Louis Vuitton spoke to the downtown crowd via its collaboration with streetwear brand Supreme. The collection features bags, apparel and accessories that combined both the Louis Vuitton monogram and Supreme's red and white logo ([see story](#)).

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